

# Mendocino County Economic Forecast

Mendocino County's southern border is approximately 90 miles north of San Francisco. Tourism is the primary industry on the Mendocino coast. Consequently, State Highway 1, which hugs the coastline, and Highway 101, which runs north-south through the county, are vital transportation veins. Along the coast, the town of Mendocino and Mendocino Headlands State Park are popular tourist destinations.

The population of Mendocino County was 87,500 in July of 2001, an increase over 1990 Census data of 4,500 residents. The city of Ukiah is the county seat and largest city with a population of 15,650. Fort Bragg is home to the Skunk Line vintage trains, offering an historic 40-mile trip from Fort Bragg to the city of Willits. Willits (population 5,100), known as the gateway to the Redwoods, is located in central Mendocino County.

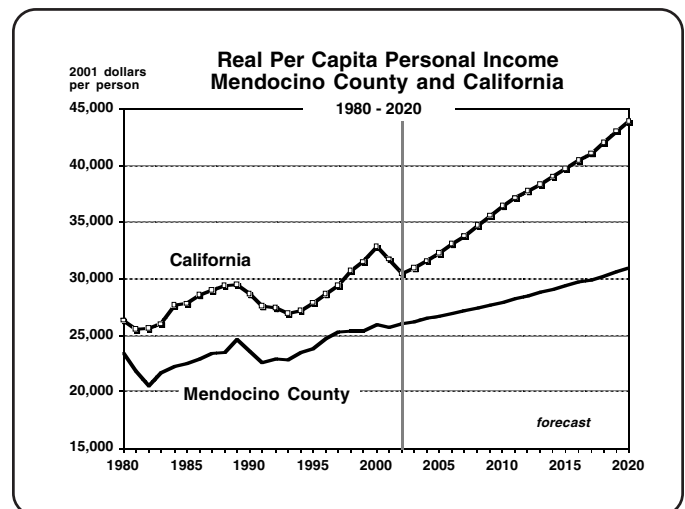
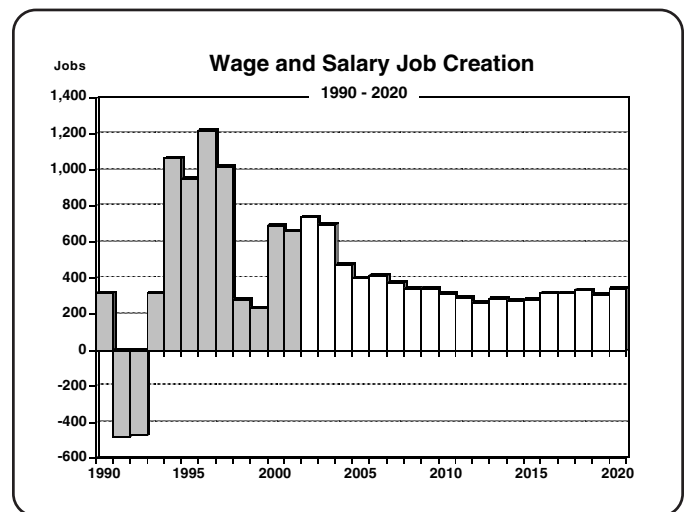
Services, retail trade, and government are the three largest industry employers in the county. Annual averages show that services accounted for the largest share (7,600 jobs), almost 23 percent of all employment. Retail trade contributed about 24 percent, and government made up 20 percent with the majority of jobs in the local government sector.

The services, retail trade, and manufacturing industries are forecast to have the largest growth during the next 5 years. These three industries combined are expected to account for 67 percent (1,574) of the total projected growth in employment (2,358). By the year 2007, services is projected to add 825 new jobs, and retail trade is expected to add 430 jobs. The manufacturing industry is also estimated to increase by 320 jobs over the five-year period, despite projected losses in lumber and wood products manufacturing. Growth is primarily expected in the manufacture of non-durable goods, specifically in the food and kindred products sector.

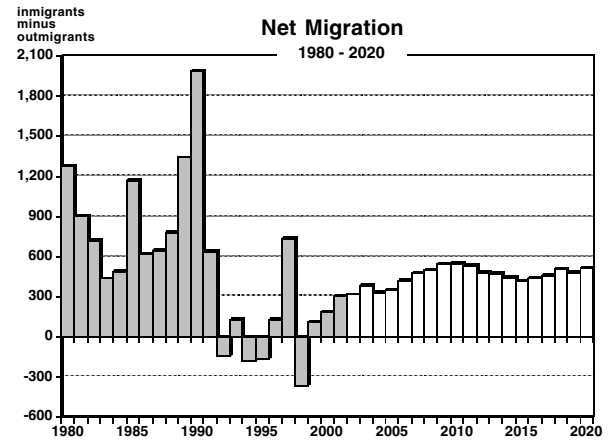
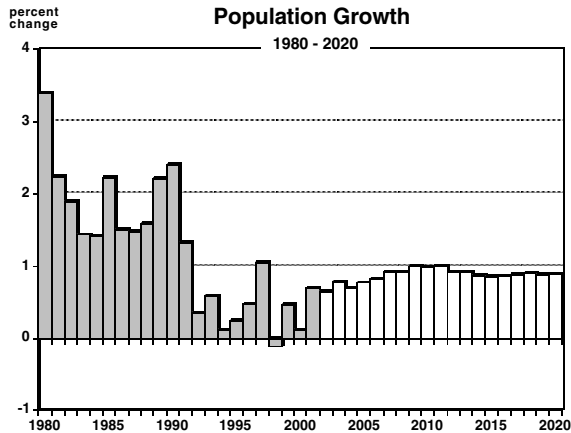
Agriculture is also important in the county. Mendocino vineyards and wineries have prospered as the name "Mendocino" becomes increasingly well known. Attention in the region is focused on different varieties and wine styles particular to each of Mendocino's microclimates.

## Forecast Highlights

- A non-farm job growth rate of 1.3 percent is forecast for Mendocino County between 2002 and 2007.



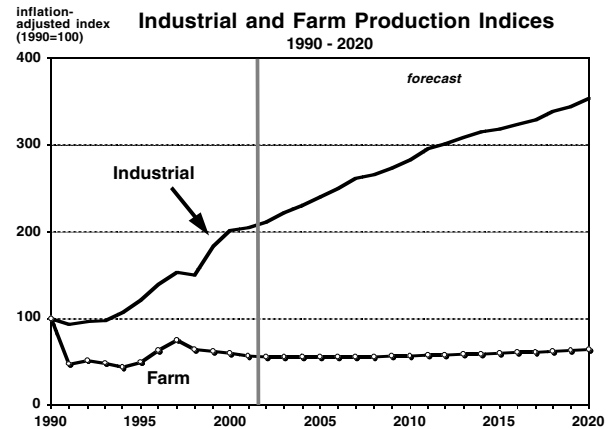
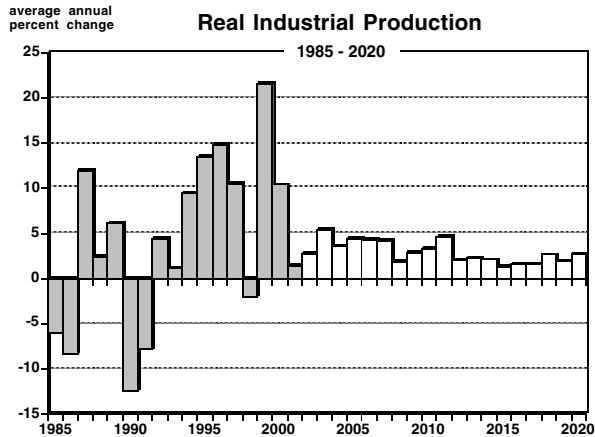
- Inflation-adjusted per capita income rises an average of 0.9 percent per year over the next 5 years.
- The number of residential unit permits forecast for the 2002 to 2007 period averages 378 per year, a significant increase over the 262 units authorized per year between 1995 and 2000.
- Population growth accelerates over the next 5 years, averaging 0.8 percent growth per year.



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### 1995-2001 History, 2002-2020 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Retail Sales (millions)	Personal Income (millions)	Real Per Capita Income (dollars)	Farm Crop Value (millions)	Industrial Production (millions)
1995	85,200	-159	90.7	32.6	277	\$486.2	\$1,613.4	\$23,759	\$89.2	\$766.9
1996	85,600	130	92.8	32.8	238	\$523.5	\$1,727.5	\$24,749	\$116.8	\$880.6
1997	86,500	735	87.2	33.1	259	\$555.6	\$1,842.6	\$25,260	\$144.4	\$973.3
1998	86,400	-359	91.2	33.3	266	\$581.2	\$1,908.3	\$25,345	\$127.7	\$954.3
1999	86,800	113	93.9	33.5	270	\$644.1	\$1,997.7	\$25,337	\$127.7	\$1,160.7
2000	86,900	188	97.1	33.2	275	\$705.4	\$2,137.2	\$25,903	\$128.6	\$1,281.0
2001	87,500	303	99.1	33.5	332	\$759.1	\$2,248.9	\$25,702	\$128.9	\$1,299.1
2002	88,067	316	101.0	33.8	361	\$798.6	\$2,396.9	\$26,002	\$132.7	\$1,335.8
2003	88,755	386	103.4	34.2	380	\$836.0	\$2,524.5	\$26,217	\$137.7	\$1,408.2
2004	89,368	334	105.8	34.6	377	\$880.2	\$2,667.0	\$26,550	\$142.8	\$1,459.0
2005	90,052	356	108.3	35.0	376	\$925.6	\$2,805.7	\$26,732	\$147.0	\$1,523.2
2006	90,790	421	110.9	35.4	382	\$973.1	\$2,956.0	\$26,948	\$152.3	\$1,588.2
2007	91,625	478	113.5	35.8	390	\$1,021.3	\$3,112.3	\$27,152	\$158.3	\$1,654.7
2008	92,464	497	116.1	36.2	394	\$1,073.4	\$3,282.9	\$27,411	\$164.8	\$1,685.2
2009	93,390	546	118.9	36.6	401	\$1,128.6	\$3,465.0	\$27,668	\$171.7	\$1,735.0
2010	94,314	547	121.6	37.0	404	\$1,190.6	\$3,669.2	\$27,974	\$179.8	\$1,793.6
2011	95,262	534	124.4	37.5	403	\$1,256.3	\$3,883.5	\$28,250	\$188.4	\$1,876.4
2012	96,137	480	127.1	37.9	396	\$1,324.7	\$4,104.0	\$28,498	\$197.4	\$1,914.4
2013	97,022	474	129.8	38.3	393	\$1,398.3	\$4,344.9	\$28,786	\$207.0	\$1,958.0
2014	97,860	449	132.4	38.7	389	\$1,473.6	\$4,589.1	\$29,069	\$216.8	\$1,998.5
2015	98,690	419	134.9	39.1	384	\$1,553.5	\$4,849.4	\$29,385	\$226.9	\$2,024.3
2016	99,536	442	137.4	39.5	385	\$1,638.9	\$5,126.1	\$29,686	\$238.5	\$2,055.8
2017	100,408	459	139.7	39.9	387	\$1,728.9	\$5,418.8	\$29,952	\$250.9	\$2,087.9
2018	101,309	504	141.8	40.3	394	\$1,822.1	\$5,728.5	\$30,247	\$263.6	\$2,144.0
2019	102,192	480	143.7	40.7	393	\$1,921.4	\$6,059.9	\$30,598	\$276.8	\$2,185.6
2020	103,098	516	145.5	41.1	398	\$2,023.4	\$6,397.3	\$30,916	\$290.2	\$2,246.4



Total Wage & Salary	Farm	Mining & Construction	Manufacturing	Transportation, Utilities	Wholesale, Retail Trade	Finance, Real Estate	Services	Government
-----employment (jobs)-----								
29,299	1,930	947	4,854	1,147	7,347	894	6,896	5,285
30,515	2,166	1,137	4,995	1,200	7,606	883	7,196	5,333
31,534	2,412	1,163	5,339	1,220	7,708	916	7,462	5,314
31,816	2,473	1,253	5,113	1,202	7,711	953	7,722	5,390
32,050	2,413	1,330	5,063	1,141	7,737	947	7,862	5,558
32,743	2,489	1,475	5,228	1,073	7,770	943	7,393	6,372
33,401	2,573	1,633	4,824	1,126	7,946	1,002	7,609	6,688
34,137	2,563	1,647	5,032	1,137	8,042	1,021	7,821	6,874
34,830	2,555	1,767	5,181	1,147	8,132	1,031	8,014	7,004
35,304	2,527	1,801	5,259	1,157	8,219	1,039	8,189	7,112
35,703	2,491	1,853	5,283	1,165	8,305	1,045	8,354	7,208
36,117	2,463	1,916	5,317	1,174	8,388	1,053	8,506	7,300
36,494	2,432	1,961	5,352	1,182	8,470	1,061	8,645	7,390
36,838	2,415	1,980	5,373	1,191	8,551	1,069	8,774	7,486
37,183	2,406	2,003	5,389	1,199	8,631	1,076	8,892	7,587
37,494	2,400	2,009	5,398	1,207	8,712	1,083	8,999	7,686
37,785	2,397	2,014	5,409	1,215	8,793	1,091	9,089	7,777
38,048	2,399	2,003	5,416	1,224	8,875	1,097	9,169	7,866
38,333	2,401	2,010	5,432	1,231	8,957	1,102	9,239	7,961
38,606	2,403	2,009	5,458	1,239	9,039	1,105	9,300	8,052
38,888	2,403	2,007	5,483	1,246	9,121	1,109	9,367	8,152
39,205	2,399	2,025	5,510	1,253	9,203	1,114	9,443	8,258
39,521	2,394	2,040	5,533	1,259	9,286	1,119	9,525	8,364
39,854	2,381	2,068	5,551	1,266	9,368	1,126	9,621	8,472
40,160	2,369	2,066	5,570	1,274	9,450	1,132	9,722	8,576
40,507	2,361	2,084	5,601	1,281	9,532	1,139	9,830	8,678

